



## Virginia Green Event Profile:



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# Green-Up Hampton Roads Expo

## Chesapeake, Virginia

November 12, 2009

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*Virginia Green* is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green Events* have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

### Green-Up Hampton Roads

"Green-Up Hampton Roads Expo is a conference and exposition event which will assist in the promotion of environmental awareness, economic growth, and establishment of collaboration efforts between businesses, government representatives, and consumers. Participating in this event will provide a unique opportunity to showcase and promote eco-friendly products and services, open up dialogue with governmental departments, and begin building a new green-economy.

Green-Up Hampton Roads Expo will be held on Thursday, November 12, 2009 at the Chesapeake Conference Center in Chesapeake, Virginia. The conference starts at 10 AM and goes to 7 PM. For more information visit [www.greenupexpo.com](http://www.greenupexpo.com) or call (757)351-0275."

**Green Statement:** "We are trying to green Virginia cities one city at a time."

### CORE ACTIVITIES for Green Events

"☑" This symbol indicates a required activity for Virginia Green Events. Participants self-certify that these activities are in place and they provide additional specifics on other activities.

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard

☒ **Minimization of disposable food service products.** Events are required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable. When disposable food service items are used, events are encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling/ composting of food service items disposed of at the event. The organizers of this event pledge that:

- Use disposable foodservice items that are made with recycled content
- Use disposable foodservice items that are recyclable (in your area!)

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Print brochures and other printed items on recycled content paper with soy-based inks, and print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting
- Use water pitchers to minimize the use of single-use bottles
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our event’s webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities

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For more information on Green-Up Hampton Roads, see [www.greenupexpo.com](http://www.greenupexpo.com) or contact Kimberly Pepper at [info@greenupexpo.com](mailto:info@greenupexpo.com) or 757-351-0275.

For more information on *Virginia Green* program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen). Click on “Events” for a more of green events.



*Virginia Green* is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

